

CAYIN Technology Launches AI AudienceSense for Real-Time Facial Recognition

Real-time facial recognition now available on the SMP-2200, SMP-2400, and SMP-8100 media players.

TAIPEI CITY, TAIWAN, August 7, 2026 /EINPresswire.com/ -- [CAYIN Technology](#), a professional digital signage solution provider founded in 2004, today announced [AI AudienceSense](#), a real-time facial recognition feature now available across its [SMP-2200, SMP-2400, and SMP-8100](#) digital signage media players.



AI AudienceSense brings real-time facial recognition to the CAYIN SMP-2200, SMP-2400, and SMP-8100 digital signage players.

Picture a shopper pausing in front of a storefront screen. Before they even glance at their phone, the display has already responded, switching to a promotion that matches what an external camera has just detected about the audience in front of it. That shift, invisible to the viewer but deliberate on the system side, is what AI AudienceSense is designed to do.

The Screen That Pays Attention

The feature works by pairing an external camera directly with each SMP series player, detecting audience attributes in real time and triggering pre-configured content to match. No external facial analysis server is required, and supported players can be enabled quickly just by connecting a camera.

From One Camera to a Full Room

For venues that need broader coverage, or need to monitor multiple entry points at once, SMP series players can connect directly to one external camera for facial analysis. To support up to four Face Recognition Sources, operators can pair with QNAP QVR Face Tiger or QVR Face Insight, giving them a path to scale gradually from a single screen to a multi-camera, multi-venue deployment without changing platforms.

One Feature for Every Room

This flexibility makes AI AudienceSense suited to a wide range of environments. A retail brand can rotate promotions based on the makeup of shoppers passing a display. A restaurant can adjust menu boards through the day. A healthcare facility can keep waiting area content relevant to who is present, and a bank branch can surface the right service messaging at the right counter. In each case, content becomes something the screen decides in the moment, not something scheduled days in advance and left unchanged.

Available Now

AI AudienceSense reflects a broader shift already underway in digital signage, where the value of a display is measured less by what it can show and more by what it knows about the moment it is showing it in. AI AudienceSense is available now across the SMP-2200, SMP-2400, and SMP-8100 media players. Camera expansion through QNAP QVR Face Tiger and QVR Face Insight is available for deployments requiring wider coverage.

About CAYIN Technology

Founded in 2004, CAYIN Technology is a professional provider of digital signage solutions, with products deployed in more than 100 countries. CAYIN Technology designs reliable, detail-oriented signage systems built for long-term, mutually beneficial partnerships with its customers and partners worldwide.

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